

What is claimed is:

[Claim 1] A bungee cord hook comprising:

a base portion including a first and second end; and

a hook portion extending outward and away from said base portion.

[Claim 2] The bungee cord hook of claim 1, wherein said hook portion includes a hook end and an angled portion, wherein said angled portion connects said hook portion with said base portion.

[Claim 3] The bungee cord hook of claim 2, wherein said angled portion is angled back toward the base portion of the bungee cord hook.

[Claim 4] The bungee cord hook of claim 1, wherein said base portion and said hook portion are comprised of overmolded plastic.

[Claim 5] The bungee cord hook of claim 1, further comprising an indicator plate located on said base portion.

[Claim 6] The bungee cord hook of claim 5, wherein said indicator plate is recessed within said base portion.

[Claim 7] The bungee cord hook of claim 5, wherein said indicator plate is covered by a clear protective window.

[Claim 8] The bungee cord hook of claim 1 further comprising a protective bumper.

[Claim 9] The bungee cord hook of claim 8, wherein said protective bumper is located along a circumferential surface of said base portion.

[Claim 10] The bungee cord hook of claim 9, wherein said protective bumper aligns with said hook portion.

[Claim 11] The bungee cord hook of claim 8, wherein said protective bumper includes a set of grooves.

[Claim 12] A bungee cord comprising:

(a) a stretchable cord; and

(b) a bungee hook secured to either end of said stretchable cord, wherein each of said bungee hooks comprise:

(i) a base portion including a first and second end; and

(ii) a hook portion extending outward and away from said base portion.

[Claim 13] The bungee cord of claim 12, wherein said hook portion includes a hook end and an angled portion, wherein said angled portion connects said hook portion with said portion.

[Claim 14] The bungee cord of claim 13, wherein said angled portion is angled back toward the base portion of the bungee cord hook.

[Claim 15] The bungee cord of claim 12, wherein said base portion and said hook portion are comprised of overmolded plastic.

[Claim 16] The bungee cord of claim 12, further comprising an indicator plate located on said base portion.

[Claim 17] The bungee cord of claim 16, wherein said indicator plate is recessed within said base portion.

[Claim 18] The bungee cord of claim 16, wherein said indicator plate is covered by a clear protective window.

[Claim 19] The bungee cord of claim 12 further comprising a protective bumper located along a circumferential surface of said base portion.

[Claim 20] The bungee cord of claim 19, wherein said protective bumper aligns with said hook portion.

[Claim 21] The bungee cord of claim 19, wherein said protective bumper includes a set of grooves.

[Claim 22] A bungee cord hook comprising:

(a) a base portion including a first and second end and a circumferential surface;

(b) a hook portion extending from said first end of said base portion; and

(c) an indicator plate formed in a recess in said circumferential surface of said base portion.

[Claim 23] The bungee cord hook of claim 22 wherein said indicator plate provides information regarding the length of a cord attached to said bungee cord hook.

[Claim 24] The bungee cord comprising:

(a) a stretchable cord; and

(b) a bungee hook secured to either end of said stretchable cord, wherein each of said bungee hooks comprise:

(i) a base portion including a first and second end and a circumferential surface;

(ii) a hook portion extending outward and away from said base portion;

(iii) an indicator plate formed in a recess in said circumferential surface of said base portion.